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THEORY IN STRATEGIC MANAGEMENT

THEORY IN STRATEGIC MANAGEMENT RICHARD A BETTIS,1* ALFONSO GAMBARDELLA,2 CONSTANCE HELFAT,3 and WILL MITCHELL4,5 1 Strategy and Entrepreneurship Department, Kenan-Flagler Business School, University of North Carolina, Chapel Hill, North Carolina, USA 2 Department of Management and Technology, CRIOS, Bocconi University, Milan, Italy

Strategic Management Handbook

strategic management efforts Their input, advice, and lessons learned, both successes and failures, have been incorporated into this document so that we may all apply better strategic management processes in our organizations Special thanks is extended to those who participated in the Case Studies by sharing the details of their strategies

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